

**Employee Knowledge Networks
A Broader Perspective**

February 11, 2003

- **Enterprise software provider for Employee Knowledge Networks (EKN)**
 - Knowledge Management software focused on people rather than documents
 - Identifies expertise and captures it for reuse
 - Reduces redundant effort and promotes best practices
- **Comprehensive professional services offering**
 - Spans methodology, deployment, and technical integration
- **Well-capitalized and profitable**
- **Recognized leadership in the industry**
- **Largest enterprise customer base for EKNs**
 - AskMe has a proven record of customer success with EKN implementations.

Awards & Honors





"... to enhance the quality and level of service we deliver," says Paul Iske, CKO & SVP, Corporate Finance.

The Honeywell logo, consisting of the word "Honeywell" in a white, sans-serif font inside a red rectangular box.

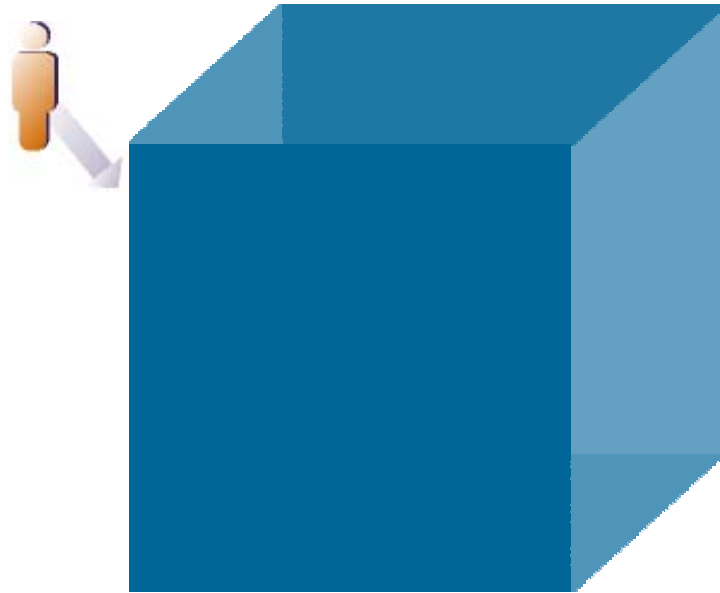
AskMe-powered EKN is a part of the enterprise-wide Digital Transformation Program that won #17 on InfoWorld's IT100.



Deployed enterprise-wide to create a network of underwriting expertise that crosses functions, business units, and lines of business.



"The quality of conversations going on was very high and could be tied to people moving projects forward," says Mike Telljohann, Director of INET.



Knowledge in your organization

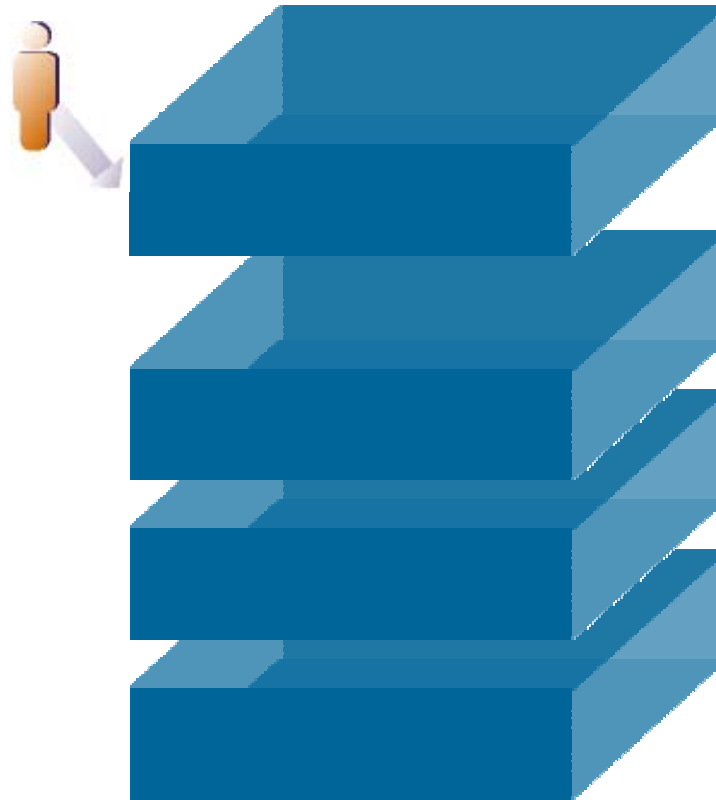


Enterprise
knowledge

Undocumented
knowledge

is generally not available across the enterprise

The Problem – Undocumented Knowledge is Dispersed

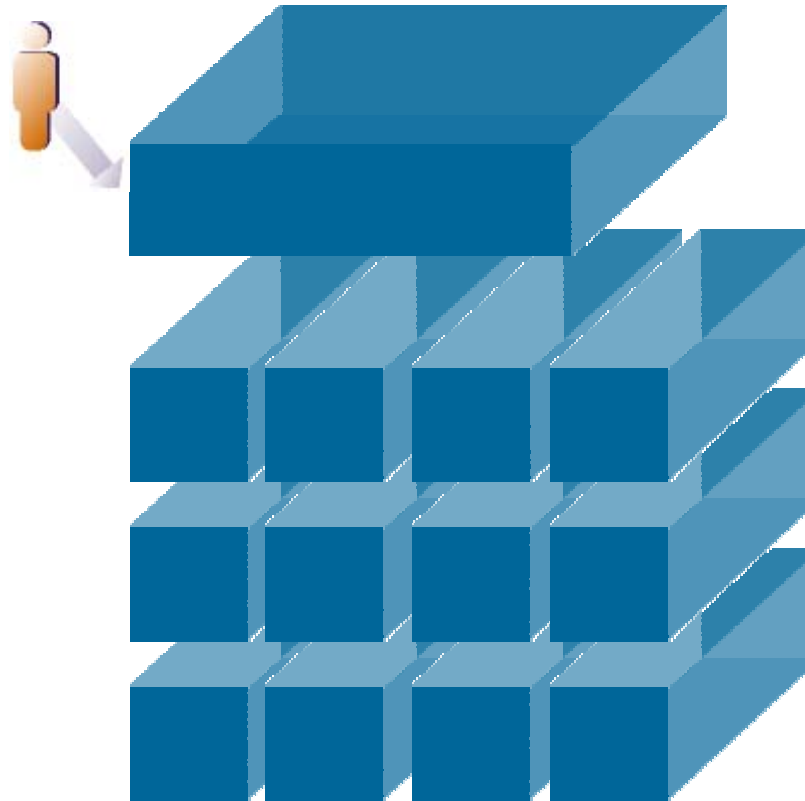


Enterprise
knowledge

Undocumented
knowledge
by function

It is dispersed across functions,

The Problem – Undocumented Knowledge is Dispersed

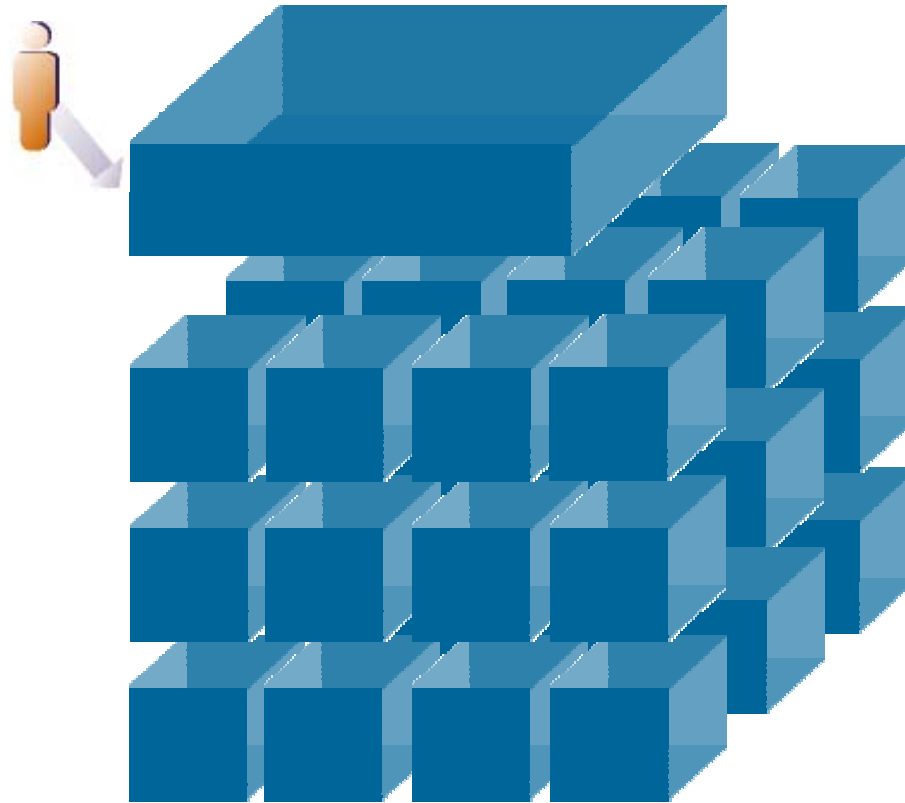


Enterprise
knowledge

Undocumented
knowledge
by function,
by location,

across locations,

The Problem – Undocumented Knowledge is Dispersed

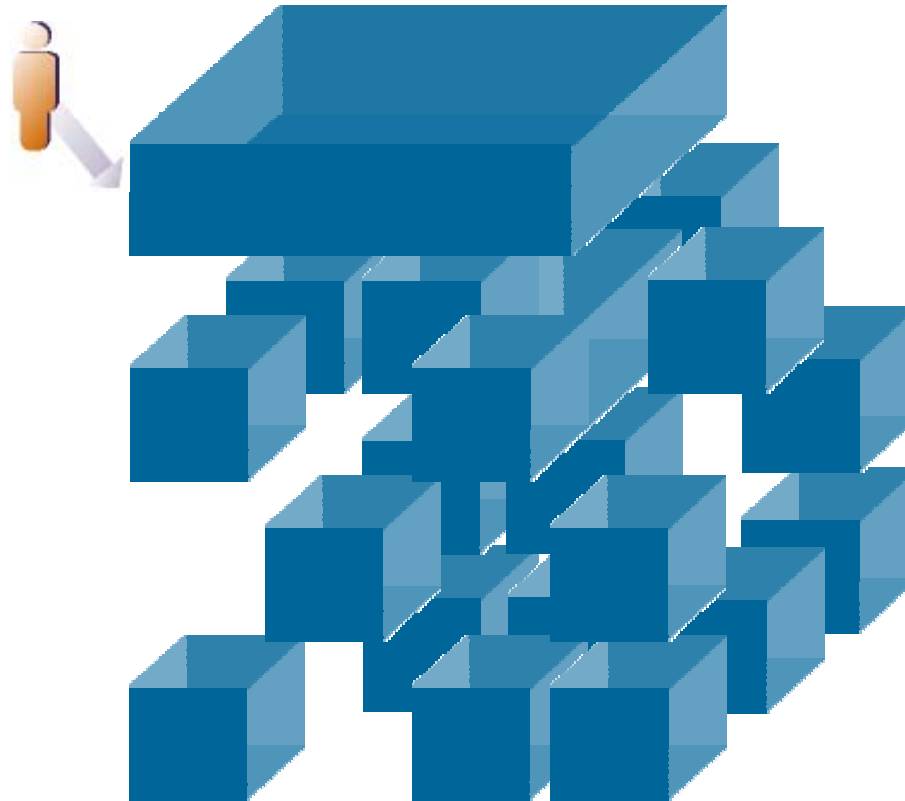


Enterprise
knowledge

Undocumented
knowledge
by function,
by location,
and division

and across lines of business.

The Problem – Undocumented Knowledge is Dispersed and Erodes



Enterprise
knowledge

Undocumented
knowledge
by function,
by location,
and division
can **erode**

Retiring workforces, reorganizations, and split project teams cause
“knowledge erosion”

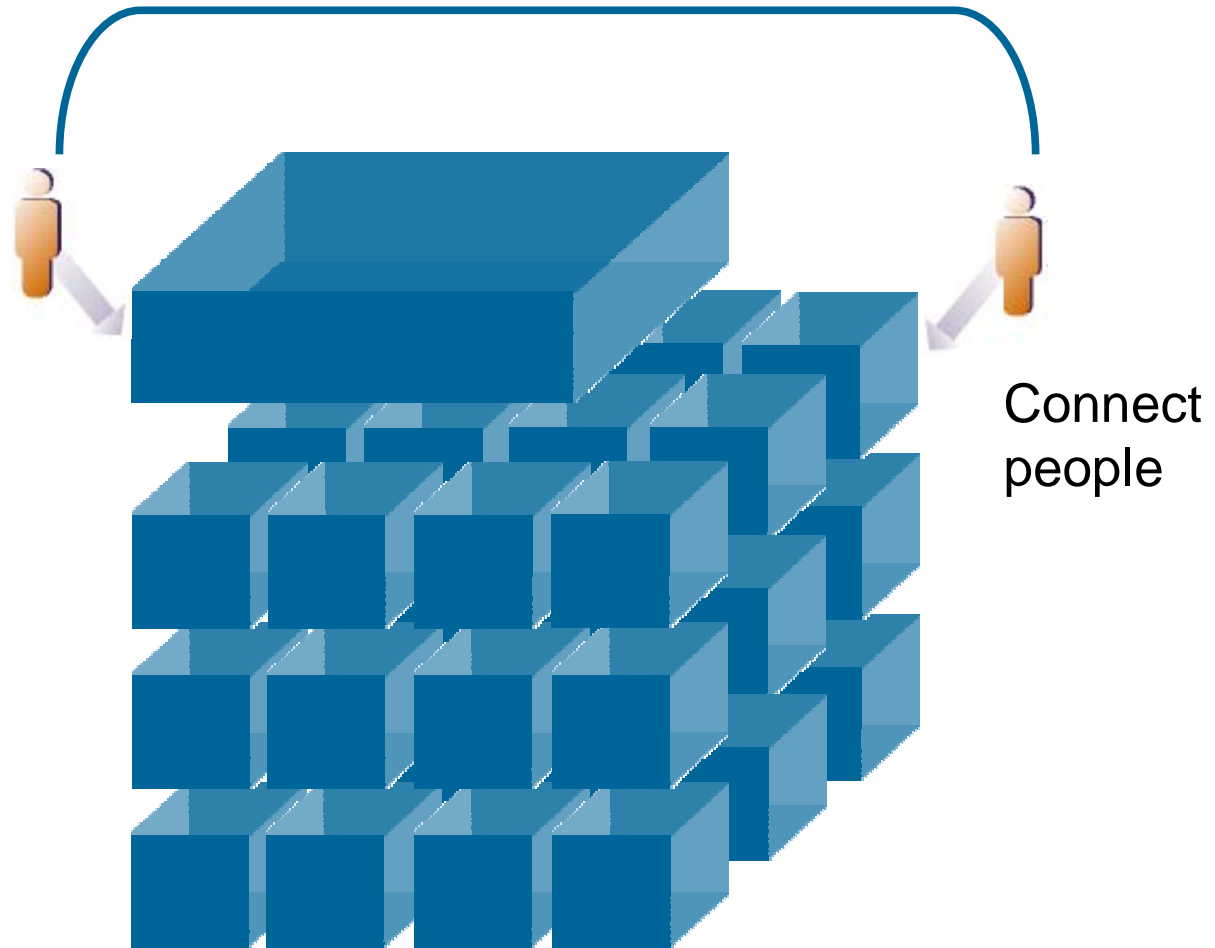
...IDC estimates that an enterprise employing **1,000 knowledge workers wastes at least \$2.5 to \$3.5 million** per year searching for non-existent information, failing to find existing information, or recreating information that can't be found. The opportunity cost to the enterprise is even greater, with potential **additional revenue exceeding \$15 million** annually.



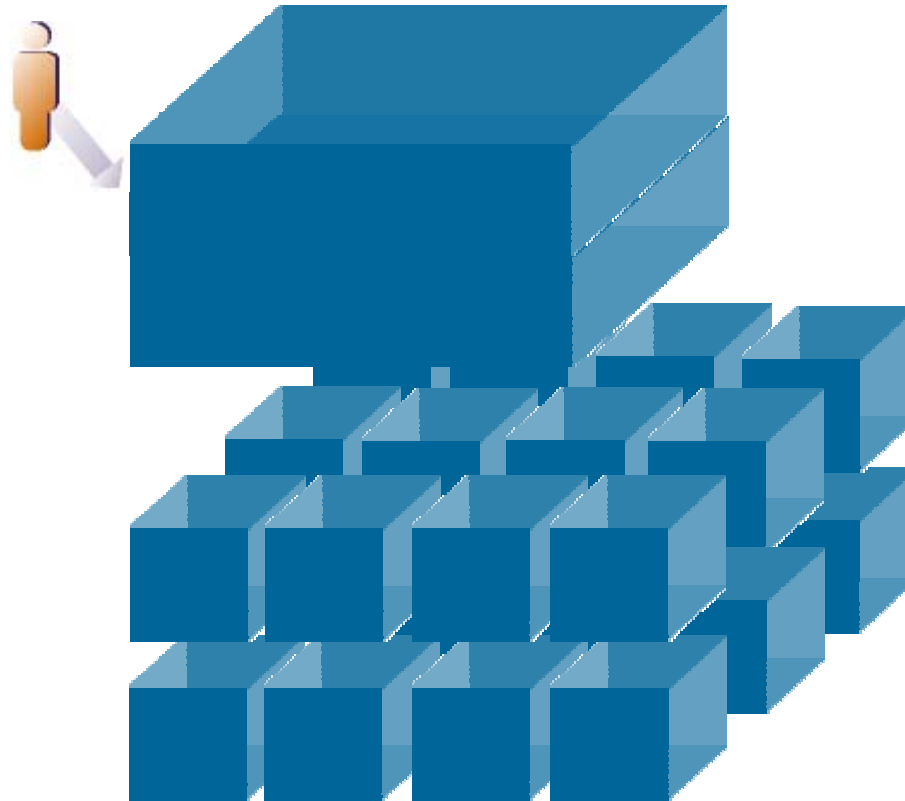
63% of employees complain of the difficulty in accessing undocumented knowledge as a major problem



The Solution – An Employee Knowledge Network



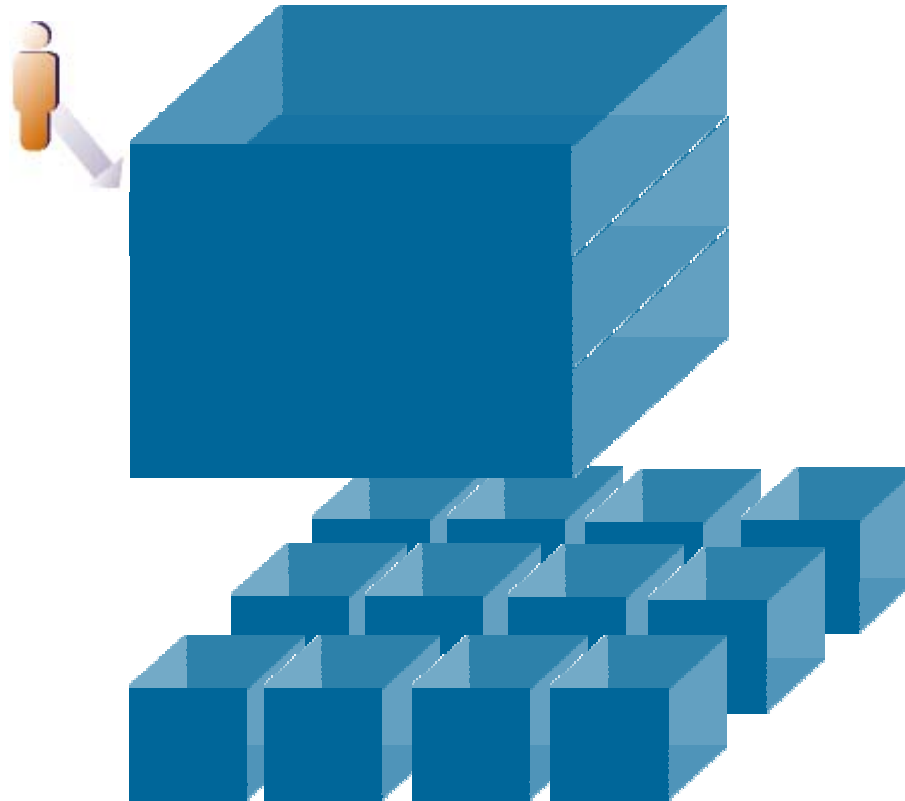
Connect people to those who have the knowledge,



Connect
people

Capture
exchanges

capture knowledge exchanges into a knowledgebase,



Connect
people

Capture
exchanges

capture knowledge exchanges into a knowledgebase,









Connect
people

Capture
exchanges

Spread
enterprise
knowledge

and convert undocumented knowledge into enterprise knowledge
one question at a time!

“Home Grown” Solutions Have Proven Success

Company	What their solution did	Bottom line Results
	Enabled discovery of technician's lessons learned and best practices .	5-10% savings on labor and parts costs
	Enabled discovery and exchange of best practices	\$1.25 billion in savings
	Allowed employees to discover colleagues with expertise and exchange information with them	New product sales up 50% .
	Enabled discovery and exchange of best practices	\$500 million gained in “free” fab capacity in one year
	Allowed employees to discover colleagues with expertise and exchange information with them	\$122 million in additional sales in the first year
	Enabled the capture and discovery of approval related knowledge	FDA approval time reduced from 3 years to 9 months

Leading companies have realized hundreds of millions of dollars by implementing 1 or 2 components of a complete Employee Knowledge Network

Generation 1: Proof of concept, scalability and ease of use

Timeline: 1999 - mid 2000

- Metrics:
- Award-winning platform that scale reliably to over 10M users, 5M articles, 200K experts
 - 99.999% uptime with daily peak load of 100K users



Generation 2: Joint development with flagship customers

Timeline: Mid 2000- 2001

- Metrics:
- Continuous refinement to meet rigorous G2000 business and IT requirements
 - Large number of pilots and successful deployments



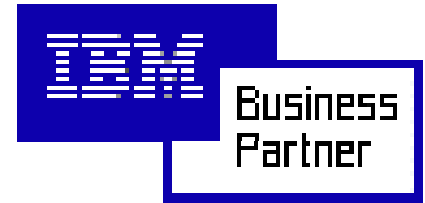
Generation 3: Mature and comprehensive application with proven deployment methodology

Timeline: 2002 - 2003

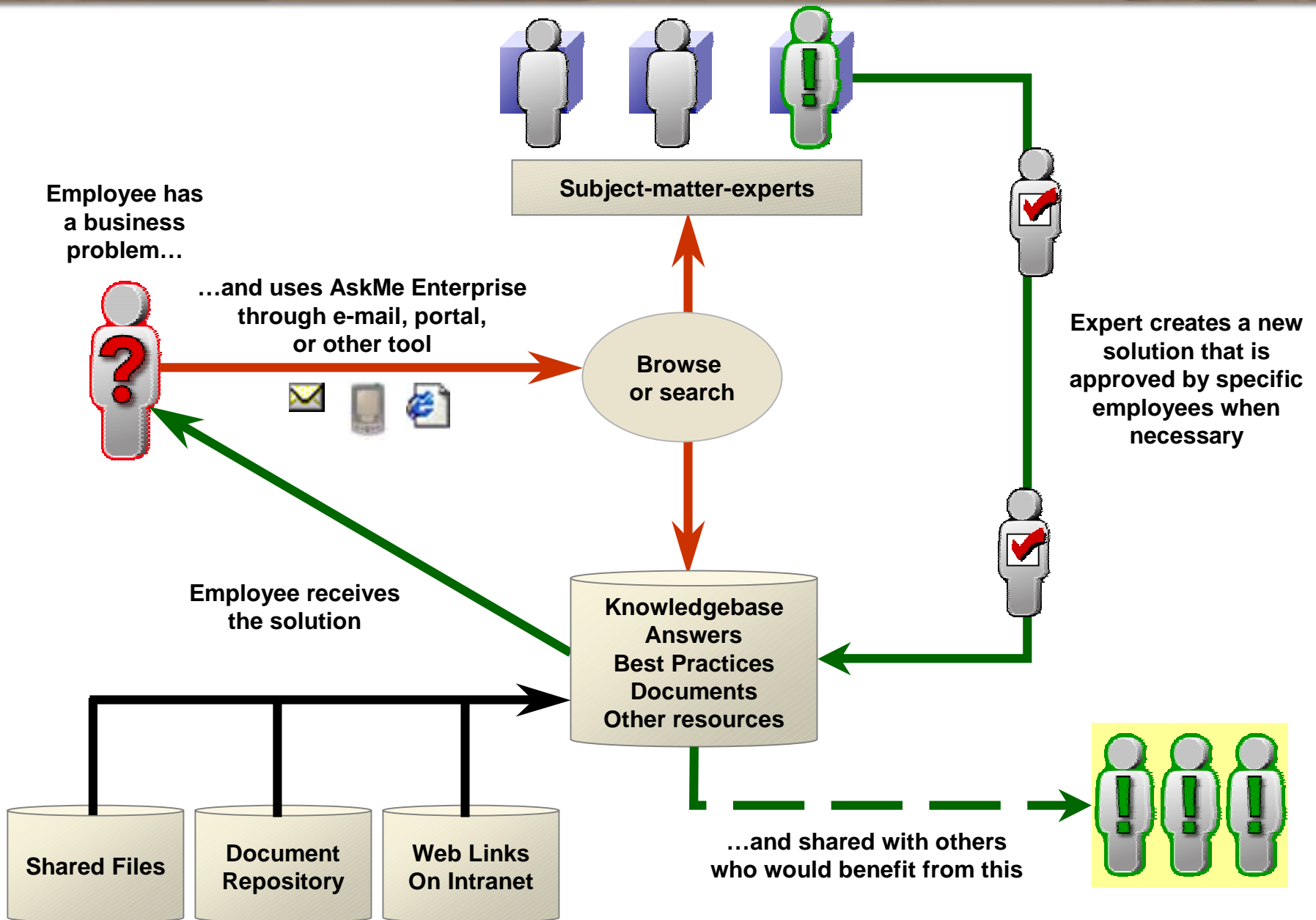
- Metrics:
- Used by more G2000 customers than any other EKN solution
 - AskMe Enterprise 6.7 based on hundreds of customer requests
 - Experienced professional services with track record of successful deployments










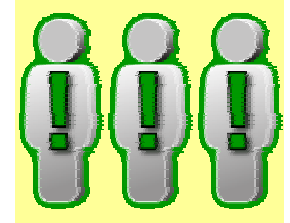
- Software for Employee Knowledge Networks
 - Identifies expertise based on user profiles
 - Facilitates and captures knowledge exchanges
 - Offers most complete feature set in category
 - Deployed across many Fortune 500 enterprises
- Robust Web-based application
 - Easily deployed within an enterprise
 - Requires only a Web browser at the client
- Integrates with existing infrastructure
 - Integrates with Microsoft and IBM environments
 - Leverages existing portal, collaboration, enterprise content management, and search solutions already in place
 - Built on Web Services architecture for easy integration



How Do Employee Knowledge Networks Work?



	AskMe
Knowledge Exchange Services	
Auto-Profiling	
Best Practices Engine	
Business Rules	
Community Pages	
Business Analytics	
Usability and Feature Maturity	



- Better project quality
 - Apply the right expertise to the problems
- Faster cycle times
 - Resolve issues quickly
- Lower costs
 - Eliminate redundancies in answering questions



Deployment Across R&D Organization

- Senior scientists concurred that the top 50-60 answers alone justified investment.
- 75% of experts rated the tool as very good or excellent
- 40% of users reported project acceleration of 1-4 weeks

Other deployments:

Pilot

Phase I

Phase II

Enterprise



Fortune 100 High
Tech Manufacturer



- Questions?
- Contact AskMe

<http://www.askmecorp.com>

or

(425) 564-9000

AskMe